

DTH Industry in India - SWOT Analysis

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Abstracts

Overview

With India's GDP increasing at a remarkable rate the economy is also undergoing remarkable development. With developments across all the sectors and industries, the Entertainment & Media industry is also not far behind. It is currently estimated at INR 450 billion with a CAGR of 18 per cent over the next 5 years.

Television is the fastest growing segment with the penetration of television sets increasing year on year. Terms which were once alien to Indians like DTH, Digital Cable, IPTV are suddenly finding presence in the country's journals. India is expected to overtake Japan as Asia's largest Direct To Home market.

The DTH service market in India has emerged as one of the most lucrative markets. The industry has been witnessing tremendous growth in India for the past few years, thanks to huge investments by existing as well as new players. The Indian DTH industry has already crossed the 30 Million-mark for subscriber base as the quality of service delivered by DTH is superior, compared to cable or any other medium.

The Indian DTH Industry is currently in the growth phase and expected to attract a large number of subscribers in near future.

Scope of the report

Industry at a glance

Contains a study of the major internal and external factors affecting the industry in the form of a SWOT framework

Reasons to buy

Gain insight into the industry in terms of the opportunities and threats that will augment and restrict its growth

Get knowledge about the forte of the industry which will help it to ride in the lead

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